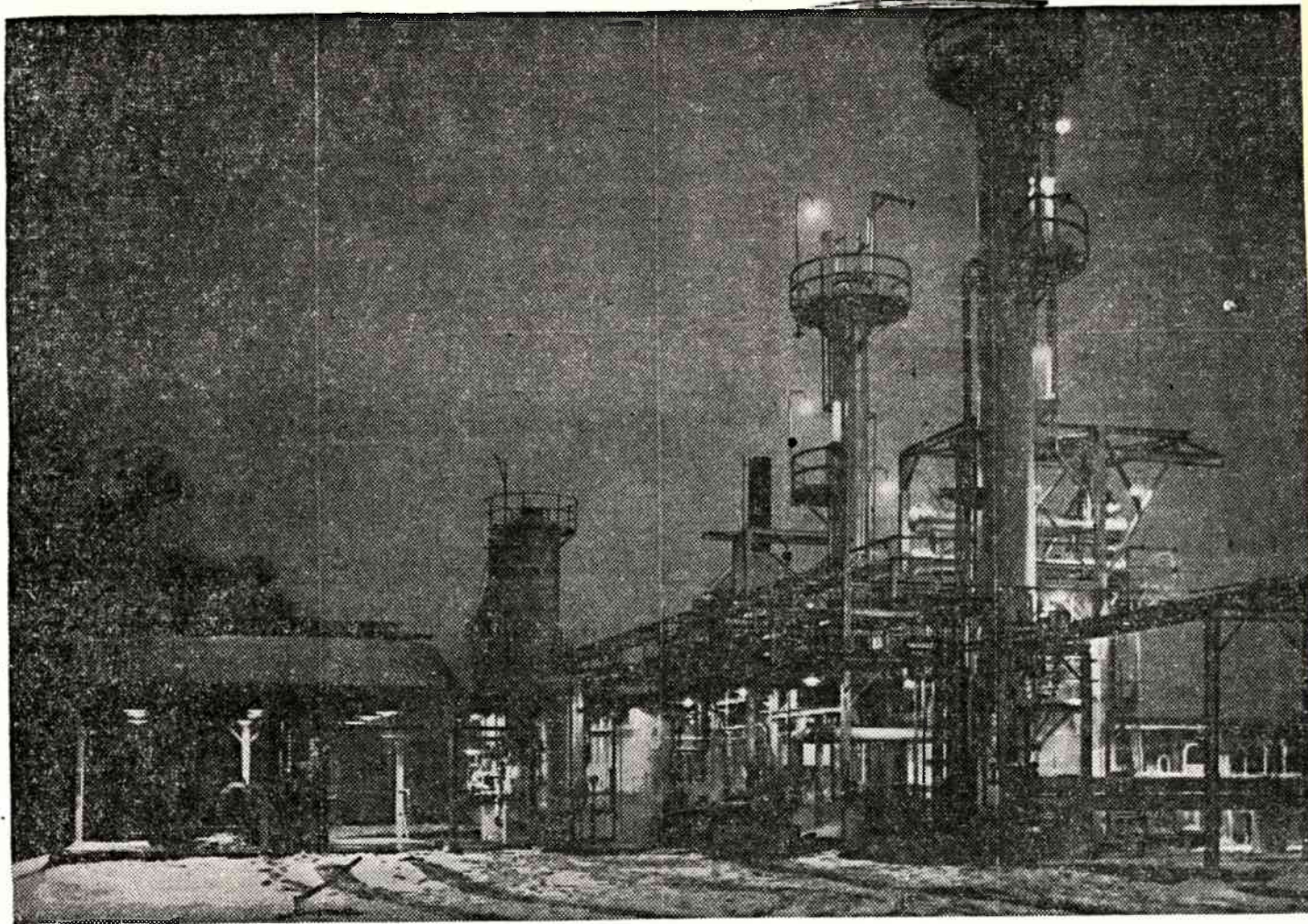


R. J. Oil and Refining Co.

Terre Haute Industrial Series No. 35



THE PLATFORMER pictured here is a vital part of the R. J. Oil and Refining Company refinery which is located three miles south of Princeton, Ind. The platformer takes "straight run" gasoline and through a patented process, using a catalyst of precious platinum alloy, brings about a chemical change in the gasoline and a change in its molecular structure resulting in numerous advantages.

FEB 20 1955

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TERRE HAUTE, INDIANA

Community Affairs File

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R. J. Oil and Refining Company Has Grown Rapidly Since Opening of Original Refinery In June 1948

THE R. J. Oil and Refining Company is the Wabash Valley's only independently owned producer, refiner and marketer of a complete line of petroleum products. Although comparatively new in this highly-competitive field, this company has had a remarkable growth.

The company's original refinery began producing gasoline on June 15, 1948. The productive capacity of the original plant was quite

modest. Production was limited to gasoline and various grades of fuel oil. Distribution was confined to a very few dealers in a rather small area.

In the early 1950's, automobile manufacturers introduced their so-called "post-war" models in a changing buyers market. At this time, greatly improved engine designs began to appear. The demand for more and more horsepower forced manufacturers into

higher and higher compression engines. It seemed quite apparent to R. J. Oil and Refining Company that this would be a continuing trend in engine design. If this were true, which it now develops that it certainly was, then completely new Motor Fuels would have to be developed to power such radically different engines.

Of course, R. J. was not alone in this opinion. Leading petroleum-research organizations had been

aware of this new problem and were working hard to develop the answers. The nation's leading refining-research laboratory had, for a number of years, been developing a completely different refinery specifically designed to meet the new problems and demands. Basically, the need was for higher octane fuel, for as engine compression-ratios rise . . . so must

Continued On Page 15, Column 1

octane. However, most refiners were then using close to the allowable limit of tetra ethyl lead, which up to then was the quickest and easiest way to increase octane rating. Therefore, a way had to be found to produce a considerably higher octane fuel . . . but with less tetra ethyl lead; plus other desirable features not present in the gasoline of the day.

Universal Oil Products Company of Chicago, the recognized leader in refining-research, developed and patented an all-new refining process called "platforming". The process differs from the accepted methods in many ways. First, it does not refine gasoline from crude oil. This initial step in the complicated process must be done in a separate operation. The "platforming" then takes the "straight-run" gasoline and through a patented secret process, using a catalyst of precious platinum alloy actually brings about a chemical change in the gasoline and a change in its molecular structure.

The advantages of this type mo-

tor* fuel, to the motorist, are many; higher octane with considerably less lead, cleaner burning features and longer mileages. Here was a process that would allow the refiner to stay well within the allowable limits on the use of tetra ethyl lead, set by the U. S. Government; and still stay far ahead of the engine designers in their race for horsepower.

New Refinery Constructed.

After a thorough investigation of all other refining processes, both available and proposed, the R. J. Oil and Refining Company contracted for the construction of an all-new "platforming" refinery.

"Procon", the construction subsidiary of Universal Oil Products Company, built the new R. J. refinery; the first platforming plant in this area. Since that time, almost every major refiner has either changed to this new process or plans to do so in the future. No better testimonial to the wisdom of "R. J.'s" decision could be found.

The present R. J. refinery began production in September, 1953. The new "platformed" or super-refined fuel was so different from ordinary gasoline that it was decided to give it a new name. The name "Platolene" was selected because it most closely defines the product; namely, a superior new gasoline refined through the use of precious Platinum.

The trade name "500 Platolene" is

now seen in a wide area in central and southern Indiana and southeastern Illinois. The trade mark is now registered with the United States Patent Office and is the exclusive property of the R. J. Oil and Refining Company.

The company, now assured of continuing growth by the amazing acceptance of their now "500 Platolene", is presently constructing a new Dubbs "thermal cracking" plant to provide more and better, "straight-run" gasoline for the "Platforming Unit."

Completion of the new addition is scheduled for May, 1955, and will allow considerable increased production.

During the past year the R. J. Oil and Refining Company has constructed new service stations at 3008 East Wabash, Tenth and One-Half and Wabash, Third and Hulman streets, Thirteenth and Eighth avenue, North Terre Haute, and Clinton, Indiana. The company also operates one of the largest and most modern service stations in the middle west at Twenty-fifth and Poplar streets in the new Hulman Meadows shopping center. The construction of the new service stations is of Indiana limestone. All materials used are purchased locally, contracted for locally and the construction is done by local labor. This policy, which is strictly adhered to, makes a sizeable contribution to the financial health of the entire community.

The R. J. Oil and Refining Company processes and uses only tri-state crude oil, well known for its superior quality as a "sweet, high-gravity" crude. This oil is brought to the refinery in the company's own modern fleet of transport-tankers.

The R. J. Refinery is located in the heart of the tri-state field, three miles south of Princeton, Ind. Two-hundred and twenty-five employes are engaged in this local business headed by Henry P. Smith, president. Elmer A. Johnson of Terre Haute is secretary-treasurer and Bill Llewellyn is

district sales representative, also of Terre Haute.

The company takes its name "R. J." from Mr. R. J. Smith, founder of the Deep-Vein Coal Company in 1903, and father of Henry P. and Uriah R. Smith.

Business offices of the firm are at 111 North Seventh street in Terre Haute. Local distribution of the company's petroleum products is handled by Terre Haute Oil

Corporation. Don Smith is general sales manager.

Terre Haute Industrial Series No. 7

AUG 8 1954



THE MODERN PLANT of the Recipe Foods Company, at 1635 North Thirteenth street, where a wide assortment of foods are manufactured. Inset, from left: Louis R. Markus, plant manager; Jerome J. Gelfand, vice president, and William J. Brune, sales manager.

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TERRE HAUTE, INDIANA

Recipe Foods, Inc., Has Scored Rapid Progress Since Establishing Modern Facilities Here In 1945

Community Affairs File

EDITOR'S NOTE — The Tribune-Star presents the seventh in a series of articles on Terre Haute industries and their development. Today's story reviews the progress of Recipe Foods, Inc. and its part in "What Makes Terre Haute Great."

STRICT QUALITY CONTROL of both the raw and finished product, efficient manufacturing procedures, and aggressive merchandising methods have played an important part in the rapid

expansion of the midwestern division of Recipe Foods, Inc., located on North Thirteenth street.

In 1945 Recipe Foods embarked on an expansion program in the midwest. Up until that time the company, which was organized in Baltimore, Md., to manufacture mayonnaise and salad dressing products, had operated a salad dressing plant in Lafayette, Ind. In embarking on this program of expansion, company executives checked throughout the midwest to find a plant location that would provide the space, the proper

skilled labor market, and the transportation facilities that could make unlimited growth possible. Terre Haute was selected after many months of actual field surveys.

In the latter part of 1945 the company purchased property originally known as the Standard Wheel Works at Thirteenth and Plum, and immediately started an extensive program of renovation and modernization to provide facilities for a modern food manufacturing plant. Practically the entire interior of the building was

revamped to convert it to what is now considered one of the most efficient and modern food plants in the midwest.

At the start the company operated only one of the salad dressing production lines. From the day that this line first started the company has kept its eye toward developing new markets for its mayonnaise and salad dressing products, and toward the development of new products to be manufactured in its Terre

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RECIPE FOODS, ITS PROGRESS

Continued From Page One.

Haute plant. Today there are several high-speed production lines operating daily, manufacturing, in addition to mayonnaise, salad dressing and kindred products, their nationally advertised Bennett's prune juice, chili sauce, and its latest addition, Bennett's Fix-A-Drink.

Sold Throughout Nation.

These products are sold throughout the United States by the nationwide sales organization of Recipe Foods. While Bennett's mayonnaise and salad dressing products and Bennett's Fix-A-Drink are manufactured in both the company's Baltimore and

Terre Haute plants, it is only in Terre Haute that Bennett's prune juice and Bennett's chili sauce are manufactured, and these two products are not only sold nationally, but have gained such wide consumer acceptance as to be exported to 10 foreign countries.

Passers-by at the Recipe Foods plant in Terre Haute can not miss the delicious aroma of Bennett's chili sauce being prepared in the spotless plant. Behind this tempting aroma is a success story almost unparalleled in the food business. The company started to manufacture Bennett's chili sauce because they were able to develop a unique product that they could market commercially, but which had that true home-made flavor of "good old-fashioned chili sauce." With the typical aggressive merchandising efforts that have exemplified the company's progress, they entered a highly competitive food field with a bold sales approach. The

first step called for small space advertisements in several newspapers and national magazines, offering the chili sauce on a mail order basis. The success of this program confirmed the company's strong belief in the product and paved the way for the next step in its marketing program.

A unique "twin-troductory" package of two bottles of Bennett's chili sauce was designed and packed in the Terre Haute plant. This special package, backed up with local newspaper advertising and a program of national advertising soon made Bennett's chili sauce one of the leaders in its field. Through Bennett's chili sauce the skill of Terre Haute people has been brought into millions of homes throughout the world.

New Equipment Developed.

Typical of the aggressive planning of this organization was the development and the marketing of Bennett's prune juice. In order

to bring to the American public the finest quality prune juice, the company spent thousands of dollars in developing new equipment and new processes to extract from the prunes only the finest of flavors possible. The unique specially designed equipment for manufacturing this juice is located here in Terre Haute and, by company estimates is probably the only equipment of its kind.

Early this spring the company added another product to be manufactured in the Terre Haute plant. Because of the outstanding success of their beverage syrup in its first year of introduction in 1953, the company arranged to produce and bottle in Terre Haute this beverage syrup—Bennett's Fix-A-Drink—to properly service its midwest and far western accounts. This quality product, along with the rest of the Bennett line, is sold through the leading national chains and wholesale grocers throughout the country.

As a step of recognition of the

steady growth of the plant and its midwest organization, and in view of planned future expansion, the board of directors of Recipe Foods decided that one of the members of the board and an officer of the company should preside in Terre Haute to direct its operations here. Accordingly, in April of 1953, Jerome J. Gelfand, vice president, came from Baltimore to assume executive management of the local plant and to take up permanent residence in Terre Haute. Under his guidance and enthusiastic approach the plant has shown substantial growth.

Louis R. Markus has been plant manager since 1947, having joined Recipe Foods in that year. Mr. Markus is in charge of all the plant production and operations and has been ably assisted in the plant by J. R. Butler, assistant plant manager. In line with company policy of bringing its own men up through the ranks, William J. Brune, formerly of Bo-

ton, was appointed midwestern sales manager in 1951. Prior to Mr. Gelfand's coming to Terre Haute, Mr. Brune and Mr. Markus acted as co-managers of the plant and are responsible in a great measure for the growth the company has shown.

Through Vice President Gelfand, Recipe Foods expresses to Terre Haute their sincere thanks for the fine co-operation everyone in the city has shown, and at the same time expresses its firm belief in the future of our city by continuing on its own program of expansion.

T. H. Industrial Series No. 16



ROTARY DRILLING MACHINE designed and manufactured by Reich Bros. Manufacturing Co., in front of the plant, at 1439 Ash street. Currently the firm offers 25 models of rotary drilling equipment which are being shipped all over the world. Partners in the company are Wendell L. Reich, left inset, and Donald P. Reich.

Reich Bros. Manufacturing Co. Opened Up In City During 1949

The name of Terre Haute, Ind., is likely to appear in some of the more remote spots of the world, thanks to the extensive distribution of products manufactured by an aggressive young local firm, Reich Brothers Manufacturing Co. A member of the industrial family here since 1949, Reich is quietly vying for leadership in its field with firms which have dominated the markets for more than half a century.

The plant designs and manufac-

tures rotary drilling machines which are proving their worth all over the United States as well as in Canada, England, Africa, Australia, New Zealand and South America. In addition to American outlets, the company has distributors now in Canada and in England to cover the foreign market.

25 New Models.

Some 25 models of rotary drilling machines are made at the plant, located at 1439 Ash street.

Both truck and crawler mounted, the machines are used for drilling blast holes in strip mines, rock quarries and road construction work. With various attachments they also are applicable to use in diamond core drilling, water well drilling, shallow oil well drilling and oil test hole drilling.

Reich prospecting drills are offered in models that go to 500,

Continued On Page 13, Column 5.

Community Affairs File

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TERRE HAUTE, INDIANA

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Reich Bros. Mfg.

Reich Bros. Came To City During 1949

Continued From Page One.

1,500 and 3,000 feet. For buyers in the strip mining field the firm makes blast hole drills utilizing air to remove cuttings in various weights to drill various sized holes from 4 inches to 12 inches.

Plant production perhaps is entering a new phase with current plans to begin work on machines for drilling in uranium fields.

Established in 1946, in Indian-

apolis, by Wendell and Donald Reich, the company originally made various small machines and machine parts. In 1948 the partners were asked to design a rotary drilling machine for two Indianapolis coal operators who were unable to find the type of drill they needed on the market.

Meet With Approval.

At their delivery, the Reich machines met with instantaneous approval from the field and the firm turned to full time production of rotary drilling equipment. From those initial designs the machines have been developed and improved to meet the highest standards required.

Advantages of Terre Haute as an industrial site brought the firm here in 1949 and have been a factor in its continuing growth. A considerable increase in per-

sonnel has taken place and in 1952 the floor space was doubled. The Reich plant now comprises three buildings at the Ash street location occupying floor space of approximately 12,000 feet.

Annual payroll of the manufacturing firm is between \$175,000 and \$200,000.

A partnership in which Wendell Reich supervises design and sales and Donald Reich is production chief, the firm has Richard Swartz as chief engineer; Thomas Roberts, sales manager; William Willits, superintendent of the 40-man shop.

Further expansion of production facilities is expected in the near future as a result of increased sales coverage through global distribution.

T. H. Industry Sold To New York Firm

4-23-59-STAR
**Reich Bros. Acquired
By Pneumatic Tool Co.**

Announcement was made yesterday that the Chicago Pneumatic Tool Company of New York City has acquired all of the assets of the Reich Brothers Manufacturing Company of Terre Haute and Reichdrill Manufacturing Company, Ltd., of Glasgow, Scotland.

The Reich firms manufacture blast hole drills used internationally in quarrying, mining and exploration. It was announced that all personnel of the Reich companies will remain in Terre Haute and Glasgow in their present capacities, and no immediate changes are contemplated.

+ + +

THE ANNOUNCEMENT made in New York yesterday by the two companies simultaneously said the acquisition will enable the Chicago Pneumatic Tool Company to broaden its activities into other fields. The pneumatic tool firm currently manufactures rock drills, air tools, air compressors, drill bits and other associated equipment.

The Reich Bros. Manufacturing Company, established in Terre Haute in January, 1949, by Wendell L. Reich, is a designer and builder of rotary hydraulic drilling rigs and other special machinery. Its fabricating plant at 1439 Ash Street currently is engaged in building or has on order drilling equipment for use in India, Nova Scotia and the Philippine Islands.

+ + +

ITS EQUIPMENT is designed primarily for use in drilling operations for blasting over coal, copper and iron ore deposits, and during the past 10 years several expansion programs have been carried out at the local plant.

The firm has designed and built some of the largest drilling machines ever constructed.

Wendell Reich, president of

the Reich companies, established the firm here and in 1955 expanded into international activity with a new plant at Glasgow, Scotland. The firm here currently employs about 70 persons. In its new field it will be known as Reichdrill Division of the Chicago Pneumatic Tool Company.

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TERRE HAUTE, INDIANA

Reiman Building Supply

T.H. STAR 9/16/64

Serves Local Needs

Generation of architect, designers, builders, home owners and maintenance people have confidently relied on Reiman Building Materials Co., 100 N. 10 1/2 St. for a widely diversified array of construction materials.

Since its founding in 1856, the veteran firm has kept pace with progress to provide its customers with newly developed products as they appear on the market.

As its list of stocks expanded, the original name of the firm, Reiman Lime and Concrete Co., ceased to reflect the broadened scope of the business and the name was changed to Reiman Building Materials.

For many years an important phase of the Reiman operation has been the sale and installation of insulation. This division, under the direction of Myron Sperry, features the tested and proven products of Johns-Manville and Owens-Corning.

Reiman Building Materials employs modern, pneumatic equipment operated by skilled workmen to install Johns-Manville's "Spintex" and Owen Corning's "Fibergless" installations. This highly efficient blowing process assures the ultimate in temperature control by filling every nook and cranny with the protective insulating material.

Reiman' also sells and installs insulation bats and rolled blanket insulation. Officials of the firm indicate that its crews have handled over 10,000 insulating jobs on commercial and residential structures.

To serve its customers efficiently, Reiman's maintains huge warehouses, offices, and showrooms on a site nearly two acres in size. To speed material handling the firm uses mechanized fork lifts and other modern loading devices. Reiman's offices and showrooms are housed in an attractive building designed to provide appealing displays of the building mate-

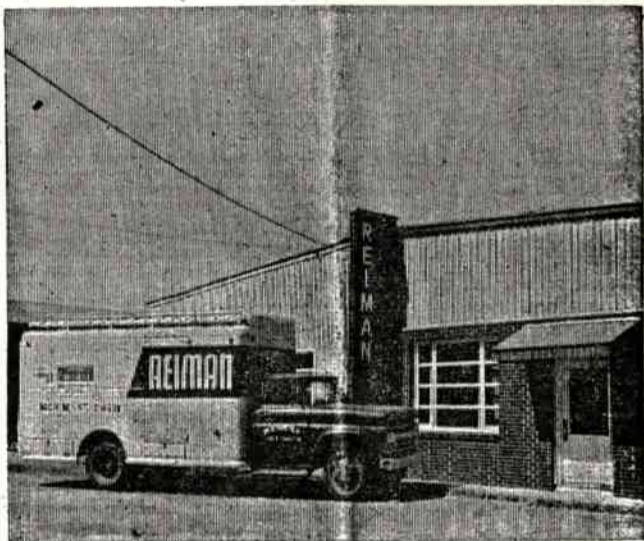
rials it recommends.

Selection of brick is made easy by the company's exhibit of face brick that includes samples produced by Western Brick Co.; Adams Clay Products; General Shale Products, and Arketex Ceramic Tile. Recognized as one of the largest suppliers of brick in this area, Reiman Building Materials is currently providing brick for the General Telephone expansion project and for the Wabash River Power Station now under construction.

As the local franchised dealer for Weldwood Paneling, Reiman Building Materials is prepared to supply more than 40 types and finishes in panels designed for both indoor and outdoor construction. Homeowners and professional builders are invited to preview the entire line-up of Weldwood products in the firm's paneling room. Here full size panels, 4' by 8' in swinging frames, give the viewer an excellent idea of how each of the handsome Weldwood finishes will look in actual application.

Reiman's prides itself on its fast, efficient delivery service to its customers.

Reiman Building Materials has remained a family owned and operated enterprise throughout its long history. Jack Demsey is General Manager of the firm. He is well known in the Terre Haute area from his past association with S.H. Pawley Lumber Co. and the Johns-Manville Sales Corp. Ronald Jewle serves as Reiman's office manager.



REIMAN BUILDING MATERIALS—Located at 100 North 10½ Street has served the people of Terre Haute and the Wabash Valley for the past 110 years .

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TERRE HAUTE, INDIANA

Business and Industry (UW)

Fashionable tradition

Rosenblatt's has clothed Clinton customers for more than 70 years

FEB 22 1987
By Patricia Pastore
Tribune-Star Correspondent

The valley's business

CLINTON — The fashions are trendy, and merchandise changes with each season. But the warm atmosphere inside Rosenblatt's Department Store in Clinton has stayed constant for more than 70 years.

Generations of local citizens have outfitted their families from this establishment since the early 1900s when Max Rosenblatt and his brother first opened the doors. The clothing, accessory, and shoe store is a one-stop shopping facility for families seeking every type of wearing apparel. It's a popular gathering place for people to visit and shop.

Although the Rosenblatt family members are deceased today, it's business as usual and the tradition of giving people individual attention and trust continues. Charge accounts are opened with out lengthy credit applications and the sales staff doesn't hustle or harass their loyal customers.

Customers who need a special item in a hurry are allowed to take it home "on trial" and return it the next day if the fit isn't proper or the style doesn't suit them.

Store manager Mike R. Smith is a Vermillion County native. He also acts as buyer, sales clerk, bookkeeper and occasionally maintenance man. When the snow flies, he's usually seen outside with a shovel, clearing the walkways.

Smith is a shrewd businessman that routinely checks prices on brand-name items at nearly every competitive store in the Wabash Valley. "I go to the mall in Terre Haute on a regular basis." He said this allows him to keep prices equal to or below other stores carrying the same merchandise.

Business has changed since Smith began working here 15 years ago on a part-time basis. Early in his career, people went to the nearest store that carried the item they wanted. Cost wasn't a main concern. "With the advent of the malls came discounts on sales," Smith said, explaining that today buyers check for item, discount and price.

Before December 1982 there were no pre-Christmas sales. Smith said nothing was marked down until after Dec. 25. He said this year the big Christmas sale began before Thanksgiving. "You've got to be flexible and go with both business and fashion trends."

Keeping informed of the changing styles and current market offerings is

a must. The numerous racks of apparel are nearly all current fashion trend. Nothing is held over for the next season. Knowing customers preferences and guessing the coming season's best sellers is Smith's forte. He's good at his job and the increase in customers proves it.

The manager takes little credit for his efforts. He says his staff is the heart of the business. Their attitude toward the customer is what brings people back, he said.

Janice Beard Woodard has been a clerk in three local business for the past 30 years. She's an outgoing person who is held in high esteem in Clinton. Like others on the Rosenblatt staff, she's interested in every customer. Her expertise in the shoe department comes from on-the-job training she received while working for more than 20 years in shoe stores.

"I've worked on Main Street long enough to see several generations and I've watched families grow generation by generation," she said. "What I enjoy most is seeing the little ones come along."

The customers appreciate the honest appraisals from the clerks. If a clothing item doesn't enhance a customer's appearance, they tell you. Many people who patronize the store ask the sales clerks to help them find a garment or to coordinate color. The honest appraisals of their selections are valued.

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Another plus is that each garment is steam pressed before it's placed on display for customer inspection. The wrinkle free items are ready to wear when purchased. Sharon Hayes Eaton carefully inspects every article and presses them as they arrive, a job done in the center of the store in full view of the public.

Eaton believes the personalized service keeps the prized customers coming back for more. "We don't hound them to buy, but stay available if they need us."

Smith agrees with Eaton. "We want our customers to browse and enjoy the store. If they buy, that's OK. But if they don't and want to look around all day or visit with us, that's all right, too."

Two Brazil women, Sheryl Snow and Marilyn McCullugh, carefully picked through selections of women's clothes. They were recognized and greeted but no one rushed to make a quick sale. McCullugh said they make frequent trips here to shop. She enjoys the hospitality and courteous service. "I like the clothes and everything. My daughter got me started here."

Snow echoed McCullugh's sentiments, adding that quality and price are an added reason for driving here from Clay County. "It has a nice variety. The things are reasonable and the people are very friendly."

Gifts purchased here are festively wrapped without charge. It's another free service unusual in today's department stores. The employees know competition is keen and they are devoted to giving the same or more service than competitors.

Doris D. Richey has many customers who call for her by name. After a 20-year association with the store, she's the senior advisor. She said knowing everybody in the area and caring about each individual brings shoppers back.

The people know we are interested in them and not just in their pocketbook, she said. "I feel like this is a job that you don't walk off and leave at five o'clock. You hear about their problems, take them home with you and worry about them — they are just another family."

Richey praised Smith as an exceptional manager who is compassionate and kind. He has a special relationship with his employees and customers. "He's not just another boss. He does everything he can to be helpful and please people." Jane Cutler is the newest employee. She likes the personal relationships that are built with customers. "There are still people who like personal service and here you're not just a number, you're a person."

The sales staff doesn't have to compete for commissions. They are all salaried and share the benefits from each sale. This keeps us working together and there's no selfish aspect about helping each other out," Cutler said.

Smith heeds his employees advice. They make notes of their customers special wants. If they don't have it in stock they'll attempt to get it for you.

Most Rosenblatt merchandise is American made. Smith said he'd prefer to keep it that way. But items such as tennis shoes aren't available at competitive prices from American manufacturers, he said.

Clinton resident H. Marie Meadows said shopping at Rosenblatt's is a tradition for many families. She said the parents and grandparents of today's customers brought them to that store for their first pair of shoes. Her children were outfitted their too, she said. "I love to shop there — the people are nice and it's one of the best stores around."

Jan. 31, 1940

Buss. (WV)

RYAN AND SONS ASSURE SERVICE

BUSINESS (T.H.)
Long-Established Funeral
Home Carries Out Ideal
of Founder.

Following the guiding inspiration of the founder the directors of the P. J. Ryan & Sons Funeral Home maintain steadfastly their devotion to an ideal of conscientious service. Accomplishment of this ideal is given substance by the many years of service by the funeral home, the name of which has become familiar throughout Terre Haute and the Wabash Valley during the more than sixty-four years of its existence.

During the many years of its faithful service the P. J. Ryan & Sons Funeral Home has been unremitting in its efforts to keep pace with and in advance of the most modern and scientific methods in all phases of the funeral service. Directing heads of the company are Frank M. Ryan and P. J. Ryan.

Services of the Ryan home are made available to families in all walks of life and of all means. The directors of the home also are called upon by families of every religious creed to assume the responsibility of arranging for funerals of departed relatives or friends and they have been able to draw upon wide experience with utmost confidence.

Harmonious Arrangements.

In this connection P. J. Ryan & Sons have shown their full ability to conduct every detail of funerals in complete harmony with the rites and ceremonies of different religious creeds and fraternal organizations. Fully meeting every wish of the family they are able to care for all requirements in their spacious chapel, the reverence and dignity of the services being immeasurably enhanced by the soothing, beautiful tones of organ music.

Every member of the Ryan personnel has gained through wide training and experience complete knowledge of the requirements for the conduct of funeral services.

P. J. Ryan & Sons Funeral Home has been accorded an enviable name for its earnest desire to provide services for families in all walks

of life and assurance is given that regardless of cost services may be given which are complete, distinctive and individual in every detail.

Among the many services offered by the funeral home is its ambulance service, ranking among the finest in the Middle West. Describing this service Mr. Ryan said, "Our modern ambulances are ready at any hour of day or night to respond promptly to emergency calls or care for the transportation of invalids. Attendants accompanying each call are known for their courtesy and experience. Our ambulances are equipped with the latest and most scientific first-aid devices obtainable, and all of our equipment is maintained in first class condition at all times."

Consideration for the comfort of the passenger in Ryan ambulances is the primary thought of attendants, and this is carried out also in the physical appurtenances of the ambulances, such as resuscitator, complete first aid equipment, shatter-proof safety glass, sanitary drinking cups, electric fan, hot water heater, radio, cot with innerspring mattress, special shock absorbers and fresh, clean linen for each call.

Modern Equipment.

The progress of the P. J. Ryan & Sons Funeral Home has been marked by steady improvement, all automotive equipment being the most modern and efficient possible to obtain. Decorations of the home interior itself are tasteful and quiet. A Hammond electric organ is installed in the Ryan chapel.

These are indicative of the insistence upon perfection of detail in all appointments and equipment

Modern Equipment.

The progress of the P. J. Ryan & Sons Funeral Home has been marked by steady improvement, all automotive equipment being the most modern and efficient possible to obtain. Decorations of the home interior itself are tasteful and quiet. A Hammond electric organ is installed in the Ryan chapel.

These are indicative of the insistence upon perfection of detail in all appointments and equipment which has distinguished Ryan service since its very inception. The present heads of the funeral home, Frank M. Ryan and P. J. Ryan, hold steadfastly to this idea of sincere, personalized service which has been a mark of the home for more than three-score years.

A comfortable closed car will be sent to carry visitors to the home and return them to their own whenever it becomes necessary to consult the directors of the Ryan Funeral Home in an advisory capacity.

The firm originally was established by the late P. J. Ryan in 1875, being incorporated in 1908 as P. J. Ryan & Sons. The incorporators were P. J. Ryan, Frank M. Ryan and Charles P. Ryan. First located at 20 North Second Street, the Ryan Funeral Home later was moved to 315 Wabash. Later the firm moved to Sixth and Poplar streets, its present location. Increasing demands upon the services of the P. J. Ryan & Sons Funeral Home since that time have necessitated frequent expansion of the facilities of the home and in 1925 the present spacious and thoroughly modern home came into being.

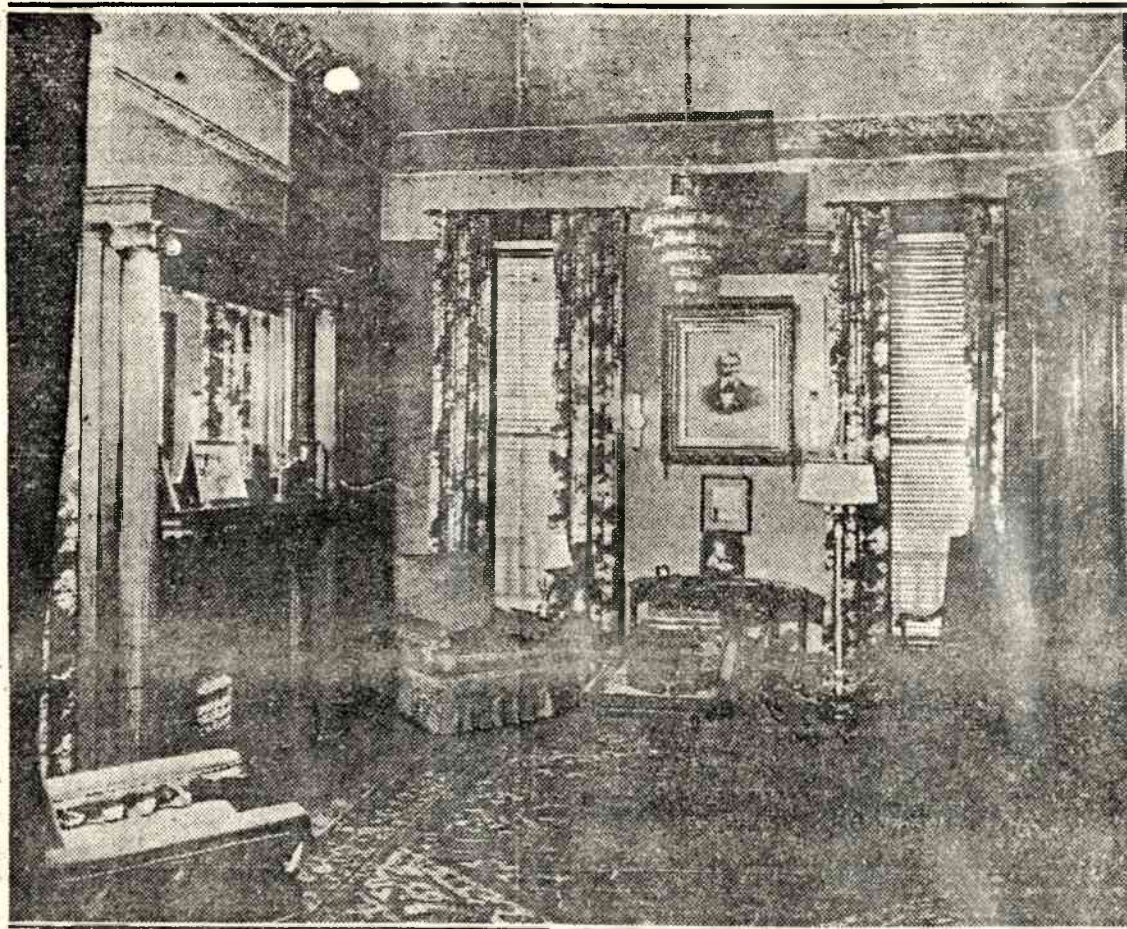
Community Affairs File

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FOR REFERENCE

Ryan & Sons Funeral

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TERRE HAUTE, INDIANA

RESTFULNESS MARKS RYAN FUNERAL HOME



The consolation of restful quiet and peacefulness pervades the P. J. Ryan & Sons Funeral Home, interior views of which are shown here. Above is a room in the home, which is

distinguished for the dignity and restfulness of all its appointments. The Ryan Funeral Home is known for the solemn beauty of its appearance, as well as for the sincere desire

of the directors to give conscientious service. Frank M. Ryan and P. J. Ryan are the directing heads of the funeral home, established here for more than half a century.



FRANK M. RYAN.



P. J. RYAN.

Directing heads of the P. J. Ryan and Sons Funeral Home are Frank M. Ryan and P. J. Ryan. The Ryan Funeral Home has been known throughout Terre Haute and the Wabash Valley during the more than half century of its existence.

HEAD OF PLANT VISITOR HERE

**Reuben H. Donnelley
Speaker At Celebration
Of Local Industry.**

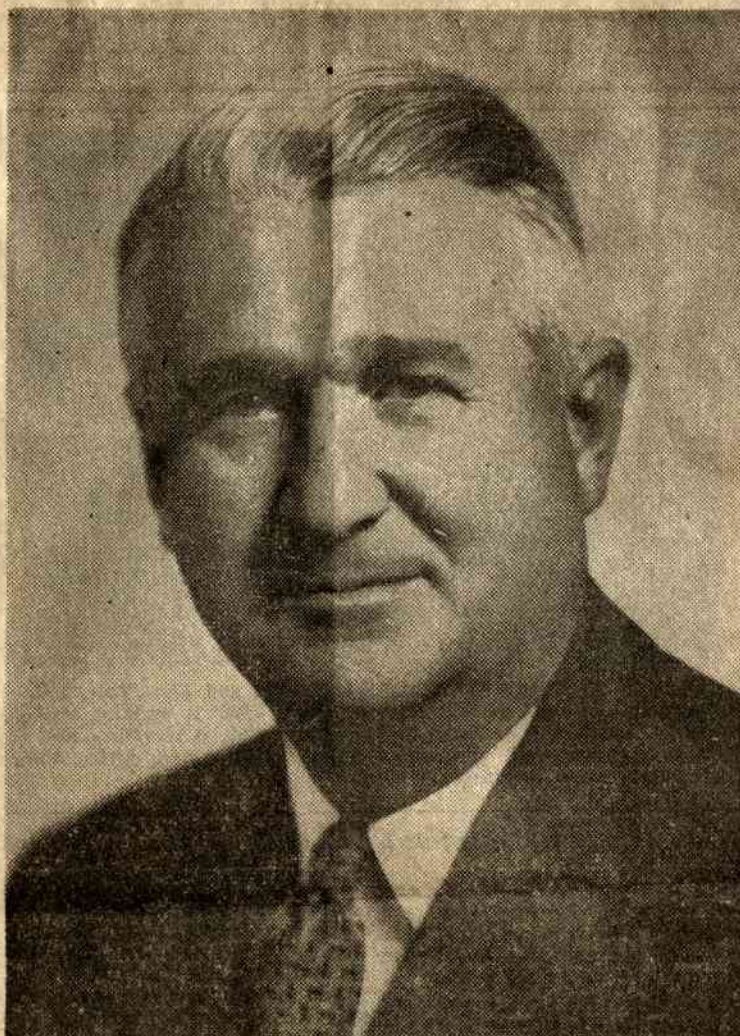
David L. Harrington, speaker at the anniversary celebration of the Reuben H. Donnelley Company here, a few days ago, remarked his surprise at the industrial development of Terre Haute and expressed the gratification of the concern over its Terre Haute's experience and progress. He is a native of Iowa and is a well known figure in business circles in the middle west.

David L. Harrington, president, and chairman of the executive committee, of the Reuben H. Donnelley Corporation, was born at Story City, Iowa, Aug. 4, 1894, and attended grade and high schools at Nevada, Iowa. He specialized in animal husbandry in the agriculture department at Iowa State College, from which he was graduated in 1917.

After leaving school, Mr. Harrington raised wheat in western Canada for six years. In 1922 he returned to Iowa where he became associated with a brother-in-law in the automobile owner mailing business. This business was sold to the Reuben H. Donnelley Corporation in 1922 and at the time he was made production manager of the plant which the corporation continued to operate at Nevada. In 1928 he was transferred to Chicago as production manager of all Donnelley direct mail plants in New York, Chicago, Los Angeles and Nevada, Iowa.

In 1932 he was made general manager of all Donnelley direct mail activities, and built the division into one of the largest organizations of its kind in the world. In 1943 he was made vice president, and a director of the Reuben H. Donnelley Corporation, and at that time became active in the management of the company's classified telephone directory operations. On Feb. 20, 1951, Mr. Harrington was elected to the presidency of the corporation, succeeding Mr. Raymond M. Gunnison, who became board chairman.

Mr. Harrington is married and has one son, Lieut. Edward P. Harrington, who is now stationed at Fort Leonard Wood, Missouri. He is a member of numerous organizations, among them being Kappa Sigma fraternity, Masonic lodge, Gamma Sigma Delta honorary fraternity, and is past president of both the Chicago Athletic Association and the Flossmoor Country Club.



PRAISES TERRE HAUTE'S INDUSTRIES. President David L. Harrington, head of the Reuben H. Donnelley Company, was a visitor to Terre Haute during the week. He had high praise for Terre Haute as an industrial center and reminded that the local plant of the Reuben H. Donnelley Co. started with 16 employees. Today the plant employs 220.

5/25
Industries (TH)
**Dinner Marks
Donnelley Corp.
Anniversary**

The Terre Haute Chamber of Commerce today honored the Reuben H. Donnelley Corporation with a testimonial luncheon at Hotel Deming in observance of the fiftieth anniversary of the company as publishers of Chicago's classified telephone directory—the Red Book.

All the compilation and statistical work for the phone book is done at the Terre Haute offices of the company.

Mayor Ralph Tucker presented a certificate of recognition to David L. Harrington, president of the company, and congratulated the Terre Haute branch of the company for its part in making the Chicago Red Book one of the most accurate of the large telephone directories. Of these, the Red Book is the largest single classified Telephone Directory in the world.

Approximately 35 persons attended the luncheon in the Hotel Deming. These included D. R. Arnold, general manager of the company; R. F. Steffen, general office manager; John Goeres, Terre Haute, resident manager, and J. W. Fisher, Jr., general directory manager of the Illinois Bell Telephone Company.

Among the speakers were Mr. Goeres, who introduced the mayor, and C. L. Shideler, vice president of the Chamber of Commerce. Mr. Arnold expressed the appreciation of the Chicago office for the splendid work done by the Terre Haute employees, and Mr. Steffen reviewed the growth of the Red Book over the past 50 years. He displayed the 1901 directory and drew many interesting comparisons between the 1901 Red Book and the latest edition.

For example, the first Red Book had 240 two-column pages and measured six by nine inches. Today's directory contains 2,040 four-column pages and measures 9½x11 inches. It weighs over five pounds.

There were no beauty shops 50

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Industries (TH) D
5/25
**Dinner Marks
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Anniversary**

Continued From Page One.

years ago and only 24 hairdressers. Fifteen subscribers listed themselves as capitalists, while there were only 34 labor unions. Twenty-four theaters were listed in the 1901 Red Book; today there are 326. Only three of the theaters are still doing business after 50 years. These are the Studebaker, Peoples theater and the McVick-

ers. The old Haymarket theater was the last to go. It was torn down some months ago to make way for the new super highway.

The fiftieth anniversary of the Red Book is concurrent with the company's third anniversary in Terre Haute. For it was early in the spring of 1948 that the Reuben H. Donnelley Corporation began operation of a new editorial department.

Sixteen people started working for the company in an automobile showroom while the building was being remodeled. Today a force of 225 people edit, proof read and compile information for 127 telephone directories. The largest, of course, is the Chicago Red Book. Work on the world's largest classified telephone directory is a continuous operation. As soon as one edition is delivered the company

gets busy compiling what is likely to be a new record breaker in directory history.

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THE
TERRE HAUTE
TRIBUNE-STAR
May 13, 1962.
TERRE HAUTE,
INDIANA

John J. Goeres



Terre Haute Industry on Parade at Reuben H. Donnelley Corporation

Photos by Martin.



COMPILATION DEPARTMENT—Entire top floor of the Reuben H. Donnelley plant is utilized in the preparatory work of compiling classified telephone directories for the Illinois Bell Telephone Co. and various independent telephone concerns over the Midwest.



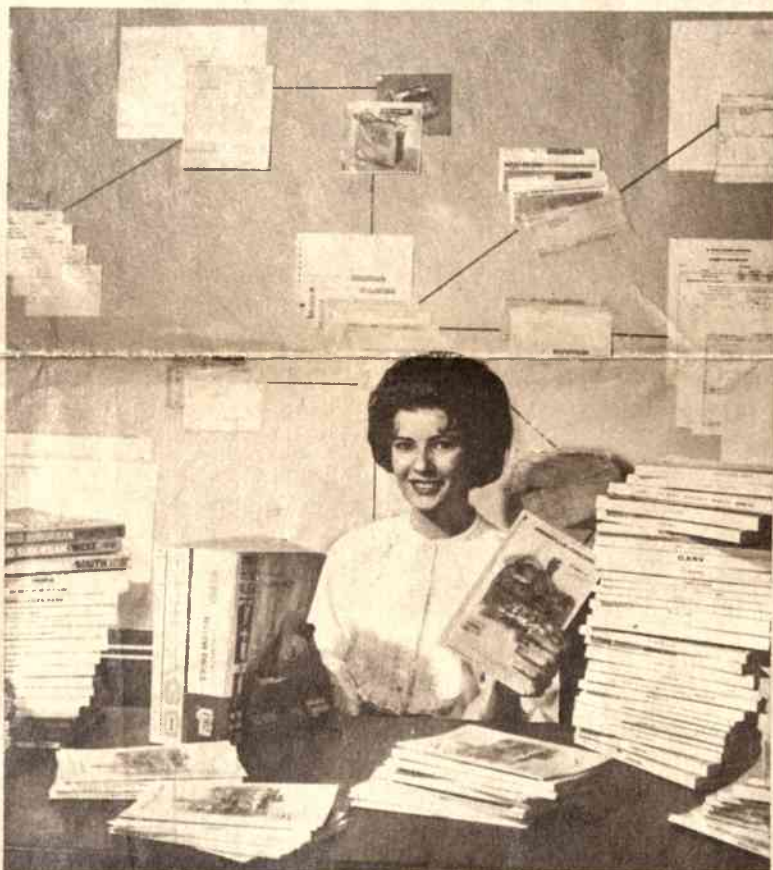
Terre Haute boasts a major unit in the world's largest Classified Telephone Directory sales operation—the Reuben H. Donnelley Corporation at 22 North Fifth street.

Organized 75 years ago by the late Reuben Hamilton Donnelley, the company was incorporated under its present name in 1917. Donnelley opened its Terre Haute office in 1948 with an office force of only 17 persons. Today 325 persons are employed since an expansion last year.

The Donnelley company has four main divisions—Telephone Directory, which is the main line in Terre Haute; Direct Mail Advertising, Merchandising and Magazine Publishing.

The compiling and billing of 132 telephone directories, with over 275,000 advertisers, is carried out at the Terre Haute operation. The Telephone Directory Division of Donnelley distributes about 30,000,000 directories each year. It boasts one million accounts.

Terre Haute Malleable & Mfg. Corp.



ANYBODY FOR A DIRECTORY?—Winifred Archer, directory advertising clerk, exhibits the giant Chicago telephone directories, both classified and alphabetical, and compares them with one of the smallest directories in her left hand. The Chicago directory, one of the largest in the world, calls for the printing of 1½ million books in the Windy City area. The books shown above represent more than 130 classified directories which are compiled in the local plant.



VIEW of the Directory Advertising Order Processing department, which has the responsibility of billing over a quarter million advertising accounts. Clerks shown in foreground of picture are Jane McCullough, Alice Scott and Janet Reed.



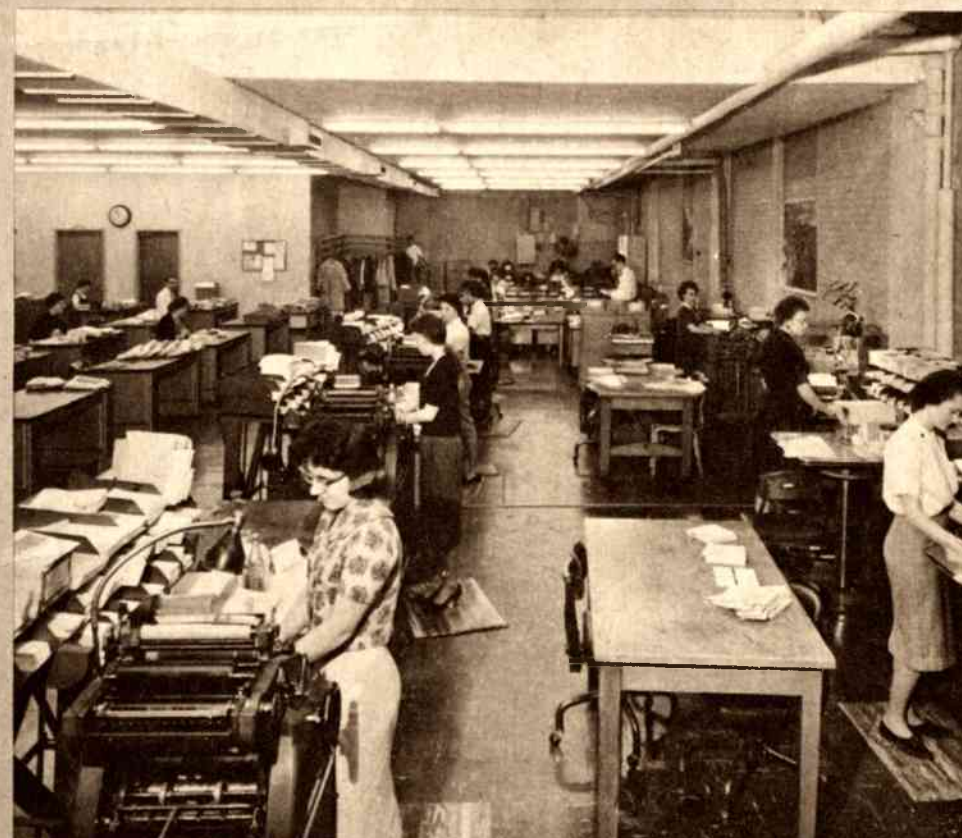
ALL THREE FLOORS of this spacious office building on North Fifth street are now occupied by the Donnelley company after an expansion in 1960. The firm has 28,500 square feet of floor space and employs 325 persons.



THE TYPING AND CHECKING department is another beehive of activity at the Donnelley plant. Here typed documents are placed on the conveyor belt shown and carried to the checking units. The six clerks shown in the lower foreground of the picture are (left) Carol Savio, Barbara Mann and Mona Matthews; (right) Jean Harmless, Madie Abner and Sandra Blackwell.



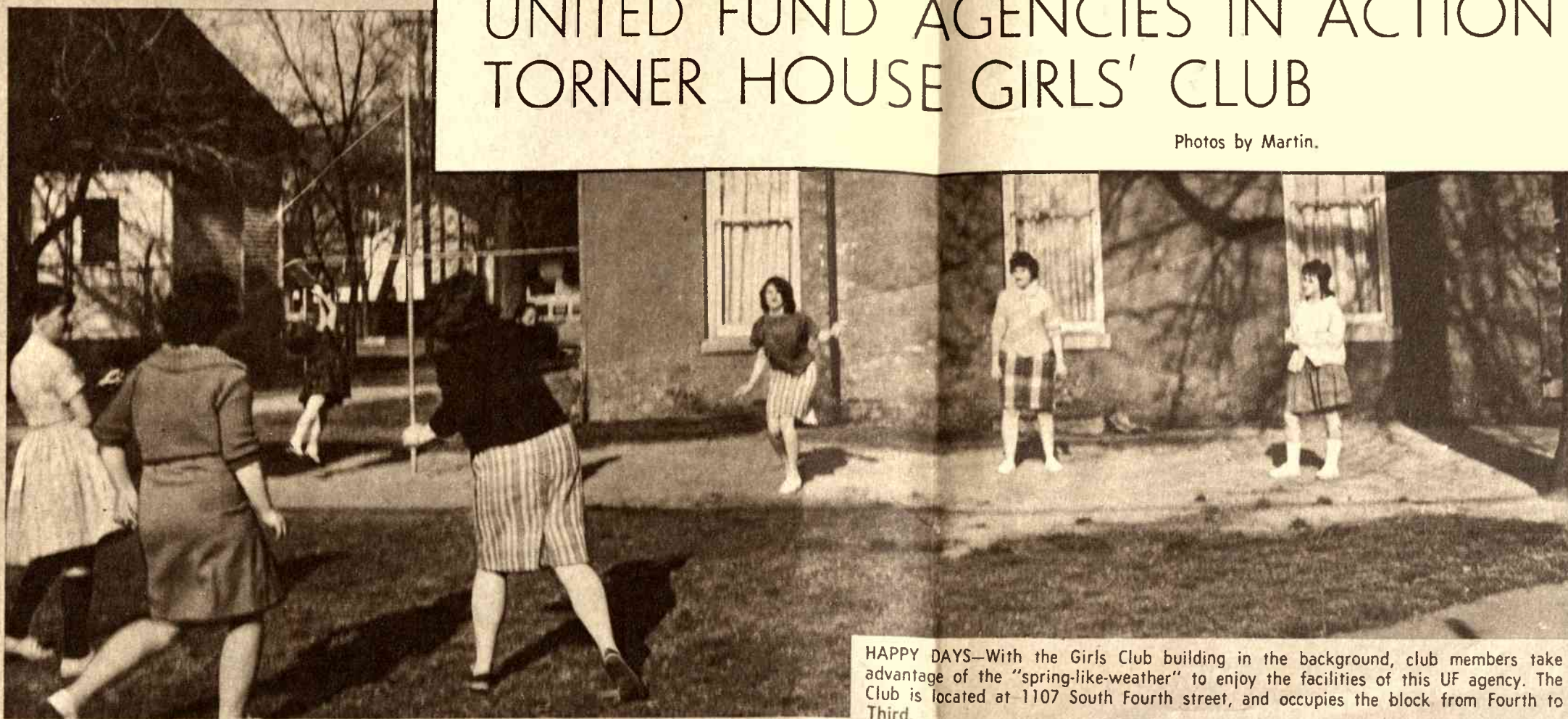
SERVICE ORDER UNIT of the Compilation Department. Here service orders received from the various telephone companies reflecting changes in classified listings are cared for. Clerks shown are (clockwise from left) Evelyn Frye, Dorothy Breneman, Norma Keller, Doris Long and Lennie Boswell.



DUPLICATING UNIT of the typing and checking department. Here all the various papers used in compiling classified directories are produced. Clerks in foreground of the picture are (clockwise from left) Lois Whitney, Sally Meneely and Pat Long.

UNITED FUND AGENCIES IN ACTION TORNER HOUSE GIRLS' CLUB

Photos by Martin.



HAPPY DAYS—With the Girls Club building in the background, club members take advantage of the "spring-like-weather" to enjoy the facilities of this UF agency. The Club is located at 1107 South Fourth street, and occupies the block from Fourth to Third.



Girls Clubs...

where
HAPPINESS
is shared



GIRLS CLUB WEEK

MAY 13-19



MINUTES AWAY FROM GOOD EATING—Working in a modern kitchen, girls have the opportunity to learn and apply cooking skills. Regular classes are conducted three times a week. The Torner House Girls Club is a beehive of industry created by happy girls intent on learning through doing, enjoying by sharing.



RECREATION IS IMPORTANT—And what girl doesn't like to dance. The record player at the Girls' Club plays an almost constant array of danceable tunes. Even while this goes on . . . other parts of the club are busy with scheduled classes in crafts and dramatics to name but a few.



PRACTICE MAKES PERFECT—Parents and children alike will soon be enjoying the efforts of these youthful thespians. Even the set decorations are produced by the girls.



HAPPY GIRLS—Each Girls' Club is designed to produce harmony that makes for happier girls, stronger families and healthier communities. Here club members are taking advantage of the opportunity to make some of their own clothes.



GIRLS' CLUB STAFF—A goal of Girls' Clubs is to provide ideas, program suggestions and guidance to the members through skilled and capable professional leaders. Mrs. Pat Bailey, club director, is shown here with her staff, from left, Audrey Johnson, Sharon McKinnis, Charity Whitesell, and Peggy Loges.



BUSY HANDS—Some of the younger members are busy at different crafts. The girls help plan and carry out each of their many projects. The club is named for Rebecca Torner, and is open five days a week, all year long. More than 350 girls belong and use this local youth agency.